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Register now to shoot, sponsor or do both

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### Commercial Corner

Learn how to create your own rock star team and when to do it

# THAT'S WHO WE





# 2021 TREPAC

## Major Investors

**PLATINUM R**

★ **Jef Conn\*** ★

**GOLDEN R**

★ Cade Fowler\*  
Tony Lloyd\*  
Lisa Pearce\*\* ★

**CRYSTAL R**

★ Donna Sue Clements\*\*  
Vanessa Dirks\*\*  
Michael Martinez  
Teresa Smith\*\* ★

**STERLING R**

<p>★ Joe Bellar Chris Brooks Tom Couture Christine Covington Amy Cox Coby Crump Bryce Daniel Rusty DeLoach Rich Eberhardt** Tim Garrett Tim Grissom Ken Harlan Tammy Hamersley Amie Henry Jacky Howard Vanessa Hyde Michael Hutton Cheryl Isaacs Nathan Jordan</p>	<p>★ Cindi Lea Lori Manning Joe Murfee Mark Nanny Colby Norris Vickie Noyola Al-Souki Jason Ratliff Kyle Rogers Crystal Sanchez Winn Sikes*** Denise Stout Jeremy Steen Andrea Sturdivant Amy Tapp Renee Taylor Pam Titzell Sharla Wells Dan Williams* Keeli Wilson</p>
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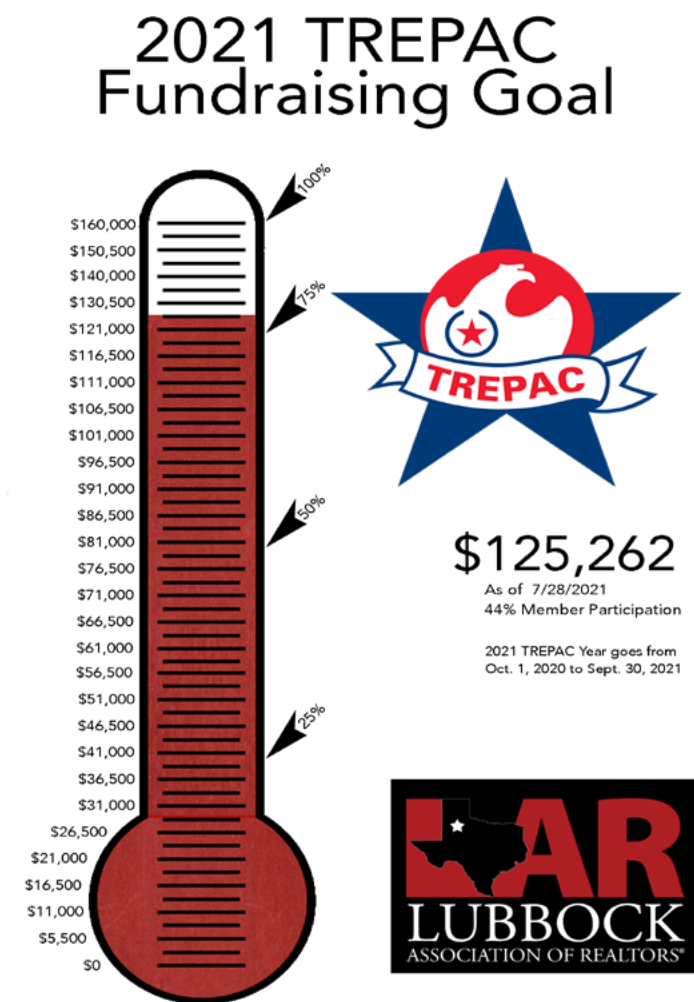
**CORPORATE MAJOR INVESTORS**

★

Benchmark Mortgage  
City Bank Mortgage  
Fairway Independent Mortgage  
LBK Roofing  
Lubbock National Bank  
Peoples Bank  
PrimeWest Mortgage  
Spirit Mortgage  
Texas Tech Federal Credit Union

★

\* President's Circle and Hall of Fame | \*\* President's Circle | \*\*\*Hall of Fame





Click here to

# INVEST IN TREPAC

# SAVE THE DATE



## TREPAC SPORTING CLAY SHOOT

**Friday, August 27, 2021**

LUBBOCK SHOOTING COMPLEX  
1475 CR 1  
(TAKE HWY 87 SOUTH TO CR 1)

Contact the Lubbock Association of REALTORS® for more information  
806-795-9533



2021

### SPORTING CLAY SHOOT

August 27, 2021

LUBBOCK SHOOTING  
COMPLEX  
1475 CR 1

CLICK  
HERE  
TO  
REGISTER



2021

### SPORTING CLAY SHOOT

August 27, 2021

LUBBOCK SHOOTING  
COMPLEX  
1475 CR 1

CLICK  
HERE  
TO BECOME  
A SPONSOR



# July 21-28 Membership Changes



## REALTOR® Membership Applications\*

Kelysey Emerson, Aycock Realty Group, LLC  
 Kalli Moore, Flatland Realty LLC  
 Tonya Cozart, Keller Williams Realty  
 Clarissa Lopez, Novus Real Estate  
 Callie Noland, Keller Williams Realty  
 Micah Vasquez, Keller Williams Realty  
 Josh Lashaway, Keller Williams Realty  
 Jessica Vaughan, Texas Home and Land Connection  
 Amy Poole, Andi Dunlap Realty

## Transfers

Sarah Jones, Keller Williams Realty, to Chaney Realty  
 Mark Benavides, eXp Realty LLC, to Progressive Properties

## Cancellations

Shae Griminger, Halley Road Real Estate  
 Jamie Cofer, Progressive Properties  
 Taryn Skoumal, Keller Williams Realty

## Miscellaneous Changes

Summer Caffey reinstated with L3 Brokers

## New Affiliates

Browne, Walker - Representative Walker  
 Home Inspections

*Thank you to our 2021*

## PRIME BUSINESS PARTNERS





Region I Meeting  
August 6, 2021  
Hodgetown  
715 S. Buchanan Street  
Amarillo, TX

PLEASE JOIN THE TEXAS REALTORS® LEADERSHIP,  
YOUR REGIONAL VICE PRESIDENT, AND YOUR  
FELLOW TEXAS REALTORS® FOR SOCIALIZING AND  
INFORMATIVE MEETINGS.



## MLS Matters

### Interactive Map Layers

Click on the topic below to watch a video about how to use the layer

Do you know all the things you can do with the Interactive Map Layers?



- 1 Flood Zone Layer — This updates whenever FEMA makes an update
- 2 Subdivision — This information comes from Lubbock Central Appraisal District
- 3 Subzone — This helps you find the correct subzone when entering a listing
- 4 Electric Company — This shows which electric company the listing uses
- 5 Last Sale and Loan to Value — This shows when the property last sold and the estimated amount on the mortgage

Did you know LAR has an



**MLS**

*Tips and Tricks*

YouTube playlist?

Click here to check it out



**LAR LUBBOCK**  
ASSOCIATION OF REALTORS®

**AUGUST MLS FORUM**

THURSDAY, AUGUST 5, 9 A.M.  
ALLIANCE CREDIT UNION  
6219 TX-327 SPUR





## August Membership Meeting with Leigh Brown

**L**eigh Brown - REALTOR, Speaker, Trainer and Author brings her infectious energy to the LAR at the Overton Hotel on August 19th.

Leigh will teach a two hour CE class, "Turn Down the Noise, Turn Up the Volume" from 9 a.m. to 11 a.m.

This class will get you fired up to revamp your messaging to reach buyers and sellers in today's market! Leigh will cover a broad range of topics including today's business/market conditions, technology updates, creating engaging messaging, content strategy and more!

At 11:30 a.m. the August

Membership Luncheon begins.

Leigh Brown will be giving a key note presentation titled "Igniting the Passion". You're not going to want to miss this.

Register now for the CE class and the August Membership luncheon by clicking [HERE](#).



### United Way Campaign Fundraising Tips



#### Baby Picture Match

Invite employees to try their luck matching baby and/or pet pictures to pictures of the management. Award the entry with the most right answers. Charge employees \$2 per ballot.



#### Ugly Tie Contest

All contestants pay \$5 to enter the "best" ugly ties. Place voting boxes at various places around the office and charge \$1 per vote. Employees vote as many times as they want for their favorite. Have a final review of all entries offering a last chance to vote at the end of the day.



# Classes and Events

## The Forms You Need to Know

Wednesday, August 4  
9 a.m. to Noon  
Click [HERE](#) to register

## Maximizing Your CMA Using RPR

Friday, August 6  
9 a.m. to Noon  
Click [HERE](#) to register

## Free CE - Understanding the National Flood Program

Wednesday, August 11  
9 a.m. to 11:30 a.m.  
This class is FREE but you must Click [HERE](#) to register

## TREC Legal Update 1

Monday, August 16  
1 p.m. to 5 p.m.  
Click [HERE](#) to register

## Free CE - Learning to Love Affordable Housing

Tuesday, August 17  
10 a.m. to 11 a.m.  
This class is FREE but you must Click [HERE](#) to register

## TREC Legal Update 2

Monday, August 16  
1 p.m. to 5 p.m.  
Click [HERE](#) to register

## New Member Orientation

Wednesday, August 11  
8:30 a.m. to 1 p.m.  
Click [HERE](#) to register

## August Membership Luncheon


Thursday, August 26  
11:30 a.m. to 1 p.m.  
Click [HERE](#) to register

## TREPAC Sporting Clay Shoot

Friday, August 27  
8:30 a.m. to 5 p.m.  
Click [HERE](#) to register

## GRI Marketing - Business Skills

October 11-14, 2021  
8:30 a.m. to 5 p.m.  
Click [HERE](#) to register



# CE CLASS

## OF THE WEEK

## The Forms You Need to Know

Wednesday, August 4, 2021

Click [HERE](#) to register

**CE hours: 3**

(This course is a qualifying contracts class for licensees in their second renewal on.)

This course reviews the most widely used TREC and TAR forms needed to conduct real estate transactions. Included are various sales contracts and a wide range of addendum. This course teaches the proper use and completion of these forms and provides a comprehensive view of the types of contracts available for use in real estate transactions. It will also cover how to handle updates and changes to contract forms, along with other related documents and addenda.

This purpose of this course is to familiarize the real estate license holder with the most current and commonly used forms in a residential real estate transaction. Will learn to understand and use the proper form(s) for different real estate transactions so that they effectively serve their client. The course intent is to provide insight on the importance of using correct form(s) to ensure a successful transaction for the agent and client.





# How HOA Laws are Changing in Texas

New REALTOR®-supported laws passed in 2021 bring more balance between the rights of property owners and their property owners' associations. At least 6 million Texans are estimated to live in communities governed by property owners' associations. This number will only increase as new communities are built across the state to meet the needs of our growing population.

Property owners' associations are often necessary to create new housing, and they typically add value to the communities they serve.

Property owners' associations also have significant power over people's homes and their communities, and it is appropriate for the Texas Legislature to ensure that that power is executed with care.

The passage of monumental HOA reform legislation wouldn't have happened without Texas REALTORS®. During the legislative process, members advocated on behalf of homeowners and homebuyers to show lawmakers the scope of the issues being faced.

Texas REALTORS® sent representatives more than 12,500 messages supporting the bill—a record-high call-for-action response!

In addition, the website MyHOAStory.com has been a great tool for collecting real-world stories from homeowner and REALTORS® about challenges they've faced with HOAs.

Following are changes made by Senate Bill 1588 that are effective on Sept. 1, 2021.

**Texas REALTORS® proudly supported these pro-consumer changes.**

**FEES ARE CAPPED** for subdivision information (\$375), and updated resale certificates (\$75).

TREC will create a publicly accessible **CENTRAL DATABASE OF TEXAS HOAS** by Dec. 1, 2021. HOAs that have filed management certificates in county records before Dec. 1, 2021 are required to file with TREC by June 1, 2022.

HOAs are required to **MAINTAIN WEBSITES** with management certificates and meeting information and notifications.

HOAs are required to **FILE DEDICATORY INSTRUMENTS WITH THE COUNTY** and provide certain contact information on all dedicatory instruments and management certificates.

Property owners have new **PROTECTIONS FROM NEGATIVE CREDIT REPORTING** when a fine or fee is in dispute, and HOAs are required to give a detailed report of charges and offer a payment plan before reporting delinquencies.

Prevents some **CONFLICTS OF INTEREST** within HOA architectural review boards.

HOAs are barred from requiring access to **LEASE AGREEMENTS** and are only allowed to request tenant's contact info and lease beginning and end dates.

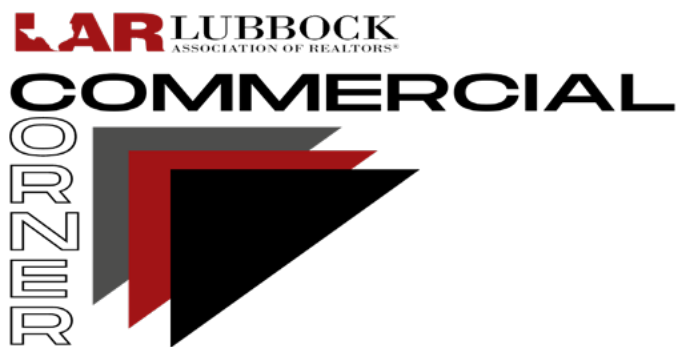
HOAs are required to **SOLICIT BIDS** for any contract for services over \$50,000.

HOAs are barred from prohibiting certain **POOL SAFETY ENCLOSURES**, the installation of certain **SECURITY MEASURES** on an owner's private property, or certain **RELIGIOUS DISPLAYS**.

HOA boards are required to provide members with **TIMELY NOTICE ABOUT MEETINGS**.

Improves **DUE PROCESS IN DISPUTE RESOLUTION** and provides additional legal avenues when seeking resolution from a dispute with an HOA.





## How to Develop a Rock Star Team

**M**any brokers and agents fall in love with the concept or dream of putting together a rock star team in order to maximize their revenue, profits, leads, and closings. But you must first take a good, honest look at how much volume you have and whether it justifies the time you'll spend building a team or teams within your brokerage.

Doing 40 transactions per year is a good benchmark—any number over 40 deals a year (one deal per week or more) would likely justify looking around for some help.

If you're a new agent not yet doing much business, starting a team is not something you should consider at this time. You need to ensure you have enough business to support yourself and business to support additional people (and their families).

### Are You Ready to Become Team Leader?

As a top solo agent, look at the strengths and weaknesses within yourself to assess whether you

#### 3 Takeaways:

- **Make sure starting a team is a necessary business move.**
- **Your first hire should be an administrative assistant to help ensure your real estate systems are functioning smoothly.**
- **This is the first post in a series on best practices for developing rock star teams.**

have the leadership qualities—or if you're willing to develop the skills necessary—to become a team leader.

Rock star team leaders have two jobs: One job is to be the chief lead generator for the team, and two, is to cultivate the best levels of excellence and productivity within the team.

If you come to the conclusion that you're ready and able to start a real estate team, start by setting your revenue goals and then work

backward in terms of the minimum number of leads and systems you'll need to achieve those goals.

As we write in our book and discuss in our daily podcast, lead generation is the bottom line for revenue generation. Here are some systems you should consider creating:

- Specific business plan and goals
- Vision, purpose, and branding
- Lead generation and follow-up

systems

- Marketing and advertising
- Database and referral system
- Listing inventory and farming system
- Buyer, escrow, and transaction management system
- Internet, social media, blog marketing
- Financial, productivity, profitability reports and forecasts

## Key Roles and Timeliness of Hiring

First, hire an administrative whiz who can get your crucially

important real estate systems functioning as highly-tuned Swiss watches.

Remember, administrative personnel must contribute to the bottom line of the team as a whole by maximizing your productivity, lead generation, and revenue. As we write in our book, no team member gets a “free ride.”

After hiring an administrative whiz then it's time to look for productive agents, including a buyer's agents who can handle at least four transactions a month and ensure that no lead slips through the cracks.

Then consider hiring an inside sales agent who is able to make, track, and measure incoming and outgoing phone calls, texts, and emails to and from leads. Lastly, consider hiring a listing agent or specialist.

Keep in mind that fast and consistent follow-up will generate more leads. Make sure your team's systems and all your team members are working together efficiently and consistently, and are ready to hit the ground running as those leads continue to grow.

Click [HERE](#) to read the original article by Tim and Julie Harris





**\$40**  
for  
**40**  
years

For the last 40 years, the John Walton Education Foundation has been providing college scholarships to local youth. This year, as we celebrate John Walton's legacy and the 40th anniversary of the foundation, we are asking LAR Members to increase their contribution to the John Walton Education Foundation from \$25 to \$40.

Our goal in 2021 is to provide a record number of scholarships to youth in our community. We can't do that without the help of our Members.

Please help us support higher education in our community by making a contribution today.

**WE DON'T JUST FUND SCHOLARSHIPS,  
WE MAKE DREAMS HAPPEN**



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